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Coker's
PEDIGREE TOBACCO

Seed

1942



Season

COKER'S PEDIGREE SEED COMPANY
HARTSVILLE, S. C.



Breeding Better Cigarette Tobaccos

For the past thirteen years we have concentrated our efforts on the breeding of the highest type flue-cured tobaccos.

Starting with those varieties of known adaptability, we have selected from each variety many superior plants in each generation. The heads on these plants have been inbred, (carefully bagged) and tagged; the seed heads examined at regular intervals, pruned and kept poisoned. The same number of leaves have been gathered from the middle section of each plant—these tagged and uniformly cured.

CURED LEAVES CAREFULLY ANALYZED

The tagged seed heads have been harvested and then these cured leaves conditioned. Then our tobacco experts have carefully and critically analyzed each sample, recording weight, leaf size, leaf shape, texture, type and size of venation, and general marketability.

The seed heads from the 5% to 10% of those plants that made the highest grade were threshed separately, cleaned, treated and planted each in a separate section of bed. These were then tested in plant to row tests and finally only those plant families that bred true and made the most dollars per acre were saved and planted in isolated fields for seed purposes.

These fields have been carefully checked plant by plant, and only those uniformly good plants allowed to produce seed, and these seed heads have been carefully pruned, assuring a plump, well developed seed.

UNDESIRABLE CHARACTERS ELIMINATED

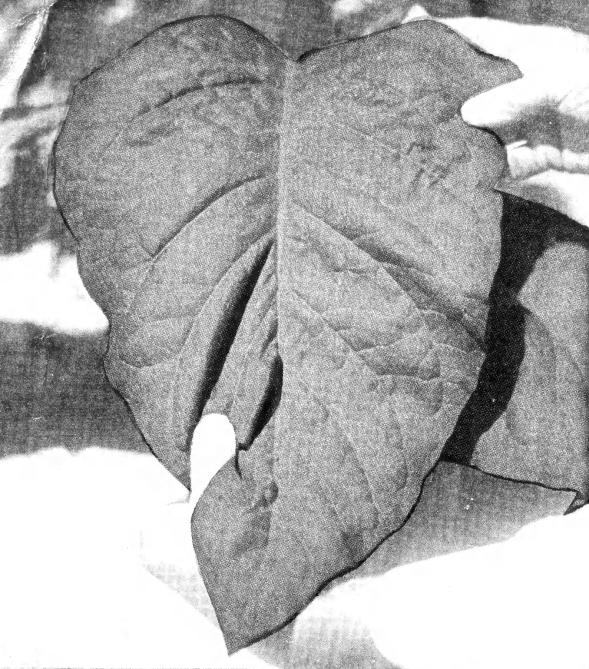
Through our long inbreeding and testing program, we have been able to eliminate within each variety, lines that carried undesirable characters, and have concentrated our work on lines of proven superiority. Our Gold Dollar has thirteen years of inbreeding and testing behind it; Yellow Mammoth, Virginia Bright Leaf, Bonanza, eleven years, and our Mammoth Gold (a cross of Gold Dollar and Yellow Mammoth, back crossed on Gold Dollar), eight years of inbreeding and testing.

GOOD QUALITIES INTENSIFIED

In tobacco breeding, as in the breeding of other crops, we never hope to reach perfection, but are gratified at the progress made. Each new strain of our pedigree

tobaccos has a little more nearly approached that perfection. This long inbreeding program has built up and intensified the good characters that we have striven so hard to attain. We offer these new strains, feeling that they will produce for you more quality-yield and dollars per acre.





Representative leaf of Coker's Mammoth Gold—note shape rounding out to a good tip and alternate venation—where the veins on each side of the main stem are spaced alternately instead of opposite each other. This feature is greatly desired by tobacco companies because of the greater ease in removing the stem.

Below: The first and one of the most important steps in growing profitable tobacco crops is to have an ample supply of healthy, well developed plants. Carefully re-cleaned, pure bred seed help give such a start.

Coker's Pedigreed **MAMMOTH GOLD** STRAIN 4

Mammoth Gold Strain 4 is a re-selection from Strain 3 which was widely planted with generally satisfactory results throughout the flue-cured belt last season.

Mammoth Gold Strain 4 comes from a cross of Gold Dollar x Yellow Mammoth crossed back on Gold Dollar, thus giving it a 75% Gold Dollar and 25% Yellow Mammoth heredity. This strain combines the best features of two good varieties with the following superior features: ease of curing, low percentage of trash, good weight and quality.

This strain has unusual vitality and grows off faster in the bed and in the field than other varieties.

Mammoth Gold Strain 4 usually matures from a week to ten days earlier than most other varieties and strains.

DESCRIPTION

Leaf: Long, rather broad; rounding out to a good tip.

Stalk: The stalks are medium to tall and the leaves are well spaced admitting ample sunlight.

Weight: The best of the high quality cigarette types which we have bred or tested.

Curing: Easiest to cure of all of our pedigreed varieties. Holds its color better than other varieties and cures out to a rich lemon color.

Texture: The best. Waste or trash less than 10% with fair season and proper handling.

Disease Resistance: Best of any strain or variety we have offered.

Adaptability: As widely adaptable as Gold Dollar.

Season: Matures a week to ten days earlier than most other varieties.

PRICES: \$2.00 per oz., \$14.00 per half pound; \$26.00 per pound, postpaid.

A field of Coker's Mammoth Gold tobacco.



Coker's Pedigreed **GOLD DOLLAR** STRAIN 12

In Coker's Gold Dollar Strain 12 we have been able to maintain the desirable features of previous strains with a further refinement in quality resulting from another year's inbreeding and the selecting and testing of thousands of superior Gold Dollar plants.

Gold Dollar Strain 12 traces its ancestry back through 12 generations of scientific plant breeding to J-29—the outstanding plant from which all Gold Dollar strains originated.

Coker's Gold Dollar is perhaps the most widely planted variety in the flue-cured belt and has added many millions to the value of this great southern crop. This is evidence of its value and dependability and the quality of the breeding which produced it.

DESCRIPTION

Uniformity: Probably the most outstanding characteristic of this tobacco. Resulting from long years of inbreeding and selection, Gold Dollar Strain 12 is remarkably uniform in size and shape of leaf, height of plant and time of ripening.

Leaf: Long, rather broad; fills out to a good tip.

Stalk: Medium to tall; leaves well spaced, admitting maximum sunlight and insuring uniform ripening.

Weight: Among the best of high quality cigarette types.

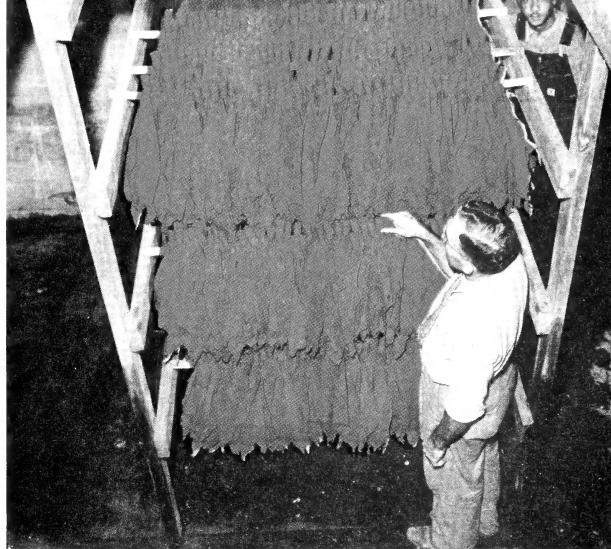
Curing: Easy to cure, very few blue butts.

Texture: Excellent.

Waste or Trash: Minimum, less than 10% with fair seasons and proper handling.

Adaptability: Will give good results on practically every type of tobacco soil in the flue-cured belt from Virginia to Florida.

Gathering: Can be left longer in the field after yellowing with less burning than many other varieties.



Our tobacco expert, J. V. Williamson, examining some nice sticks of Gold Dollar tobacco in our up-to-date, roomy, "ordering" pit.

Below Left: Section of one of our tobacco breeding fields with plants bagged to prevent mixture and insure inbreeding.

Below Right: Mr. George J. Wilds, President and Director of Plant Breeding, examining seed heads in one of our isolated seed fields.

Packing: Bulks down with less danger of "reddening" than most other varieties.

PRICES: \$1.00 per oz., \$7.00 per half pound; \$13.00 per pound, postpaid.





Photo Above: "Cropping" tobacco in our main Tobacco Variety Test where all of the best flue-cured varieties are tested for weight, quality, ease of curing and money value per acre.

Below: Our plant breeders examining leaves from selected plants and determining quality and texture.



Coker's Pedigreed **YELLOW MAMMOTH**

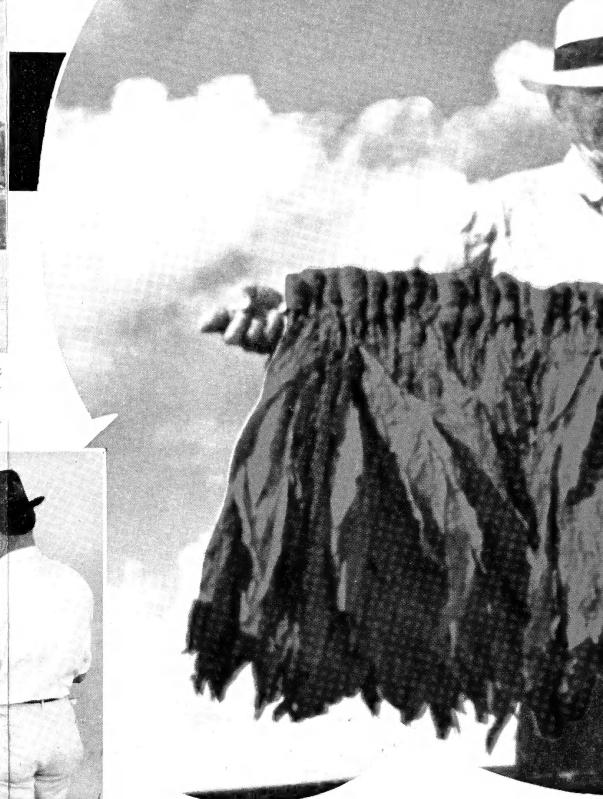
Coker's Yellow Mammoth is a desirable bright tobacco which has been gaining in popularity in many sections of the bright belt because of the satisfactory results it has given. It is especially well suited for medium to heavy sandy loam soils.

Coker's Yellow Mammoth combines good weight with quality, has medium long leaves, broad and filled out at tip—well spaced and of uniform ripening. It cures out a dark lemon or bright orange with minimum of blue butts.

It is important that care be taken in seeing that this tobacco is fully ripe before gathering instead of merely yellow—which is characteristic of the growth of Yellow Mammoth.

PRICES: \$1.00 per oz., \$7.00 per half pound; \$13.00 per pound, postpaid.

CAUTION: Growers of Coker's Mammoth Gold, Gold Dollar, Yellow Mammoth and Jamaica Wrapper are cautioned to permit these varieties to ripen fully before gathering. When the tobacco leaf is fully ripe and ready to pull, all of the veins and fibers will

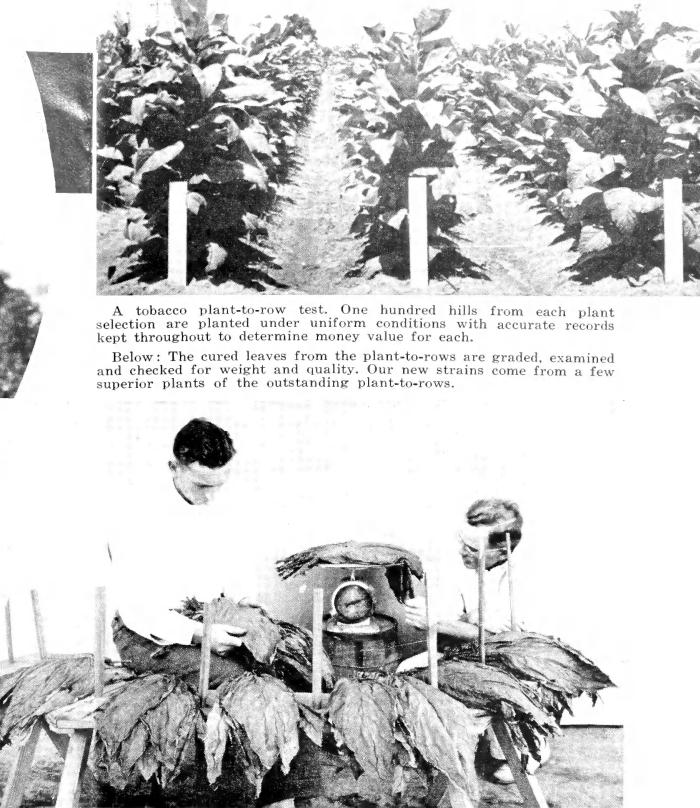


Coker's Pedigreed **JAMAICA WRAPPER**

Our Jamaica Wrapper has a finer texture and cures a more uniform color on both sides of the leaf than its parent strain.

Our Pedigreed Jamaica Wrapper is a distinct improvement on the general strain and our breeding work on this variety dates back to 1929. In our variety test that year, Jamaica Wrapper led its nearest competitor by \$74.49 per acre and Coker's Pedigreed Jamaica Wrapper is a product of 11 years' scientific breeding and selection from that stock. The leaves are long, rather broad, well spaced, insuring uniform ripening, less inclined to disease, and cures out to a bright yellow.

PRICES: 85 cents per oz., \$6.00 per half pound; \$11.00 per pound, postpaid.



Coker's Pedigreed VA. BRIGHT LEAF

Virginia Bright Leaf, as its name indicates, is a bright cigarette type and a popular variety. It grows a leaf of superior quality but fewer pounds per acre than some of our other varieties.

This tobacco has made a good record in the eastern section of the flue-cured belt and has done especially well on medium to lighter grades of tobacco soil. The quality and yield of Virginia Bright Leaf has been greatly improved by our breeders since we began working with it in 1928. This year's strain cures to a good lemon color except when planted on heavier clay soils. The fibers in the leaves are smaller and a more uniform ripening has reduced blue butts to a minimum.

PRICES: \$1.00 per oz., \$7.00 per half pound; \$13.00 per pound, postpaid.

show a white or transparent color when the leaf is examined looking toward the sun.
These varieties usually require a slightly longer yellowing period during the process of curing.

Coker's Pedigreed BONANZA

Coker's Pedigreed Bonanza is an excellent tobacco of medium size with well spaced leaves. On sandy loam soils—the type for which it is especially well suited—it usually combines good weight with quality. The Bonanza on which we began our breeding work in 1928 was a fair cigarette type but had a tendency towards a red color. This undesirable feature has been largely eliminated. The leaves are long and of medium width—quite different from the old narrow leaf type we started with—and cures easily to a good orange color.

Coker's Pedigreed Bonanza is popular in the bright belt of Florida where it has made a splendid record. It is also successfully planted in certain sections of Georgia and South Carolina.

PRICES: 85 cents per oz., \$6.00 per half pound; \$11.00 per pound, postpaid.

VIEWS ON OUR FARM



Determining the staple length on an outstanding row of Coker 200 Strain 2 cotton. This variety, because of its small stalk, small leaf and extra early maturity, is suited for planting on the heavier types of cotton soil.



Tagging a selected cotton plant. Each year we select between 40 and 50,000 plants—foundation material for our cotton breeding program.

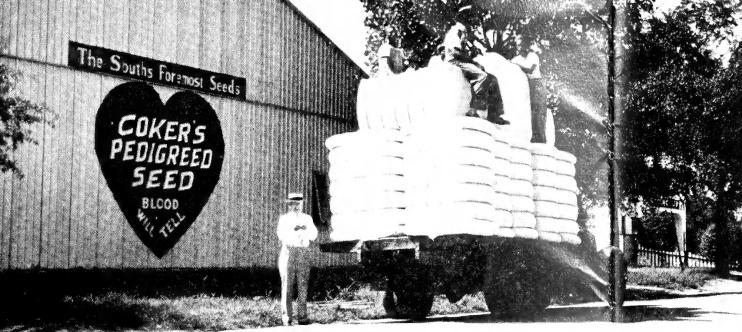


Photo on left shows one of our breeders inspecting breeding selections in our hybrid corn breeding program. Hybrid corn is one of the new-comers to our rapidly expanding breeding program. This work was begun by us on a small scale in 1939 at the request of a number of Southern Agricultural leaders and many of our other loyal friends throughout the South.



Photo below shows a portion of our purebred Guernsey breeding plant. From a modest start with a few very carefully selected foundation cows and a bull of Langwater and Golden Secret breeding, we have developed one of the finest Guernsey herds in the South. With the rapid increase in acreage devoted to grain and grazing crops and the need for a profitable use for these crops, the dairy industry of the South should show a steady growth and profitable return.





All cotton grown on the Coker farms in 1940 and 1941 was bagged with cotton bagging.

Photo on extreme right shows a field of our Pedigreed Victorgrain oats—resistant to cold, leaf rust, smut and with a sturdy, stiff straw making it storm resistant and ideal for combine harvesting.

Heads of Hardred wheat—this variety which was bred and introduced after nine years of breeding and testing is helping many Southern farmers produce their own flour. This variety won both First and Second State prizes in the 1941 South Carolina wheat growing contest with a top yield of 56½ bushels per acre.

Visitors are always welcome here at Hartsville to see our cotton, small grain, tobacco, soybean and corn breeding work in season, to inspect our pure-bred Guernsey herd or simply to pay us a visit. The group of North Carolina farmers shown below came during mid-winter to discuss boll weevil control.





The Flue-Cured Tobacco Outlook For 1942

Reprinted from Annual Outlook Issue of the Agricultural Situation—October 1941, issued by Bureau of Agricultural Economics, U. S. D. A.

National Goals Call for a Small Increase in Acreage of Flue-Cured Tobacco

Flue-Cured Tobacco is largely affected by the export situation and the domestic consumption of cigarettes. Despite the loss of normal export markets, the combination of production control and increased domestic demand has served greatly to strengthen market prices. This year was the second in succession in which marketing quotas were in effect, and the first under a 3-year adjustment program approved by growers in July 1940. Unusually poor growing conditions also contributed to a reduction in the current crop. Plantings next year probably will be about the same as in 1941, and prices should remain substantially above the low levels of 1939 and 1940, since increases are expected in the domestic consumption of flue-cured. The value of the crop will probably be maintained or increased above the level attained this year.